

Overview

What this standard is about

This standard is about communicating effectively with all stakeholders, whether these are internal or external to the organisation. You will need to understand who your organisation's stakeholders are and the impact they may have on the organisation if communications are not clear or appropriate.

You will also need to use appropriate communications to develop and maintain relationships with stakeholders and where dealing with sensitive information you will need to maintain confidentiality at all times.

Who is this standard for

This standard is suitable for anyone working in logistics operations where they have to build and maintain relationships with internal and external stakeholders

Communicate effectively with all stakeholders

Performance criteria

You must be able to:

1. Identify the purpose of the communication and the outcomes to be achieved
2. Identify the stakeholders that can impact on the logistics operation and their expectations
3. Select and use appropriate communication methods to build and maintain effective relationships with stakeholders
4. Check the understanding of the information you have given to stakeholders and ask questions
5. Take appropriate action to reduce any barriers to effective communication
6. Develop, maintain and improve relationships with internal and external stakeholders to promote effective operations
7. Report any issues arising from external communications that could affect the organisation
8. Take appropriate precautions when communicating confidential or sensitive information
9. Maintain business and stakeholder confidentiality at all times

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Knowledge and understanding

You need to know and understand:

1. The reasons for identifying the purpose of communication, the audience and aims to be achieved
2. The different methods of communication and the situations in which to use them
3. The reasons for identifying the impact different stakeholders have on the operation
4. The relevant legislation, organisational policies and procedures that apply to communicating with internal and external stakeholders
5. The reasons why stakeholder expectations are identified
6. The range of internal and external stakeholders that you will be communicating with
7. The reasons for checking people's understanding of the information you have given them and why you should allow them to ask questions
8. The barriers to effective communication e.g. culture, language, literacy levels, disability, environmental and social
9. How to modify communications to meet the needs of different stakeholders
10. Why it is important to develop, maintain and improve effective relationships with internal and external stakeholders to promote effective operations
11. The kinds of issues that can arise from external communications and why it is important to advise senior management about them
12. The type of information that might be sensitive or confidential
13. The relevant legislation and organisational requirements for storing information

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| Relevant Occupations | Manager; Managers in Distribution; Managers in Distribution, Storage and Retailing; Warehouse and distribution; Transport Drivers and Operatives; Storage and Retailing; Transport Associate Professionals, Managers and Senior Officials; Retailing and wholesaling; Retail and commercial enterprise |
| Suite | Traffic Office; Logistics Operations; Supply Chain Management |
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